cific terms, such as "discouraged" and "angered," translate with greater conceptual equivalency. Therefore, when seeking to measure the various concepts associated with the term "frustrated," measuring more specific constructs independently using separate questionnaire items is recommended.

PIH73
MOBILE PHONE USE IN PATIENT REPORTED OUTCOMES– AN UPDATED LITERATURE SEARCH
O'Gorman H
Exco InTouch, Nottingham, UK
OBJECTIVES: To demonstrate the increasing use of mobile phones to collect patient reported outcomes in research as a valid method of data collection. **METHODS:** A literature search was conducted looking at articles published between 2009 and 2014 that referenced electronic diaries of some description. Articles were pulled out that specifically referenced mobile or cellular phones. **RESULTS:** 39 of out of 191 articles found specifically referenced mobile. The studies referenced were carried out on populations with an age range of 8 years up to 80 (mean 35.4; SD 16.6) and were split into 15 therapy areas including metabolic and genetic disorders, pain, weight management, sexual activity, respiratory, multiple sclerosis and gastroesophageal reflux disease. Population size ranged from 12 to 994 (mean 208.3; SD 269.2), and subjects reported for a minimum of 7 days (up to 6 reports per day) to a maximum of 2 years (mean 154.3 days; SD 170.6). Notably, 18 out of the 39 studies allowed the subjects to use their own mobile phone for the reporting and 19 articles referenced smartphones specifically. **CONCLUSIONS:** All concluded that mobile phones were suited to collect data from subjects. It was noted that the use of mobiles was acceptable as they are used them in everyday life and found to be convenient; the technology was also inexpensive to implement. The fact that 46.2% of the studies allowed the subjects to use their own mobile phones for the reporting emphasises the practicality of using mobile phones in patient reported outcomes. Although the mean age of all the studies was relatively low, the age range was very wide and researchers can be confident that older populations could use mobile phones to collect these data. The technical evolution of mobile technologies and ubiquitous nature show that this technology is a valid means to collect patient reported outcomes.

PIH74
REGULATORY ISSUES IN PRO ADVERTISING: A REVIEW OF THE DDMAC/OPDP LETTERS FROM 1998 TO 2013 TO IDENTIFY PRO CLAIMS VIOLATIONS AND EXAMINE THEIR EVOLUTION OVER TIME
Acquadro C[1], Regnault A[2], Arnould B[2]
[1]*Mapi Research Trust, Lyon, France,* [2]*Mapi, Lyon, France*
OBJECTIVES: According to the Federal, Food, Drug and Cosmetic Act (FD&C Act), prescription drug promotion must not be false or misleading, have fair balance, be consistent with the approved product labeling, and only include claims substantiated by adequate and well-controlled clinical studies. The Office of Prescription Drug Promotion (OPDP), formerly the *Division of Drug Marketing, Advertising and Communications* (DDMAC), was set up to protect the public health by assuring prescription drug information is truthful, balanced and accurately communicated. The objective of this study was to review the DDMAC/OPDP warning and notice of violations letters to find out 1) how many violations were in relation to PRO and HRQL claims and 2) how those evolved after the publication of the FDA PRO draft guidance in 2006. **METHODS:** DDMAC letters were identified on the "Enforcement Activities by FDA" webpage. Letters from 1998 to 2013 were all reviewed manually to identify violations in relation to PRO and HRQL claims during the periods before and after the publication of the guidance (1998-2005 vs. 2006-2013). **RESULTS:** 763 letters were reviewed. Each letter included information about one or more violations of the FD&C Act, such as "Omission of Risk Information", "Overstatement of Efficacy", "Unsubstantiated Superiority Claims", etc. The review showed a letter volume on the decline (n=524 for 1998-2005, n=239 for 2006-2013), with an increase in PRO violations: 19.50% of all letters (1998-2005) vs. 30.5% (2006-2013). HRQL violations were rarer after 2006 and were more often detected as implicit: 20 false HRQL claims, of which two were considered implicit (1998-2005) vs. seven false HRQL claims, of which four were considered implicit (2006-2013). Examples will be presented. **CONCLUSIONS:** The FDA guidance on PRO measure seems to have had an influence on HRQL information: less ads with explicit violations and a OPDP's tendency to argue over implicit claims.

PIH75
THE USE OF PATIENT REPORTED OUTCOMES (PROS) BY THE PHARMACEUTICAL INDUSTRY IN JAPAN – A BRIEF REVIEW OF PMDA DATA IN COMPARISON WITH FDA AND EMA-APPROVED LABEL CLAIMS
Ledesma DA[1], Tanaka E[1], Adachi K[1], Rossi B[2]
[1]*Bayer Yakuhin, Ltd., Tokyo, Japan,* [2]*Bayer Yakuhin, Ltd., Osaka, Japan*
OBJECTIVES: The use of patient-reported outcomes (PROs) in label claims in the US and Europe is regulated by the US FDA and the EMA, respectively. Japan's Pharmaceuticals and Medical Devices Agency (PMDA) does not have such regulations. This study was done to determine whether Japan-based pharmaceutical companies utilize PRO endpoints at all and in what way, by investigating their inclusion of PROs in pharmaceutical clinical trials and drug information materials. **METHODS:** We searched the websites of ClinicalTrials. gov and the PMDA for information on 14 drugs which had received PRO claim approvals from both the US FDA and EMA from 2006-2010. Search terms were the generic and/or brand names of the selected drugs (in English and Japanese, as appropriate). PROs were classified as "symptoms", "functioning", and "HRQOL" based on the PRO scale used. A table comparing PRO type, endpoint positioning, and US and Europe-approved label claims versus the PRO information reported in Japan for the same drug was created. **RESULTS:** Of the above fourteen drugs, four are not yet available in Japan. One drug with an FDA and EMA-approved "symptoms" claim did not have such in its Japan clinical trial. Of the nine remaining drugs, the PRO endpoints were as follows: two drugs, indicated for epileptic seizure and for benign prostatic hyperplasia, had "symptoms" as a primary endpoint; a drug for rheumatoid arthritis (RA) had "functioning" as its lead secondary endpoint; the remaining six drugs (for pulmonary arterial hypertension (PAH), Crohn's Disease, smoking cessation, Myasthenia Gravis, asthma, and overactive bladder) had "HRQOL", "symptoms, and "functioning" as minor secondary endpoints. Three drugs -indicated for PAH, seizure, and RA- had PRO claims in their labels. **CONCLUSIONS:** Although not yet prominent in Japan, PROs are used in drug clinical trials and label claims. Symptoms, Quality of Life, and Functioning are the most common PROs used.

PIH76
COMPARING THE EQUIVALENCE OF EQ-5D-5L ACROSS DIFFERENT MODES OF ADMINISTRATION
O'Gorman H[1], Mulhern B[2], Brazier J[2], Rotherham N[1]
[1]*Exco InTouch, Nottingham, UK,* [2]*University of Sheffield, Sheffield, UK*
OBJECTIVES: Interest in delivering Patient Reported Outcome Measures (PROMs) using mobile devices (e-PROMs) has increased in recent years. However there is debate about the level of equivalence between the traditional pencil and paper and electronic modes of administration. The aim of this study is to compare the equivalence of delivering a widely used generic PROM (EQ-5D-5L) pencil and paper and mobile phone administration modes. **METHODS:** A mobile version of the EQ-5D-5L was developed with guidance from the EuroQol Group. Two hundred respondents from a research cohort of people in South Yorkshire were identified, and randomly allocated to one of the administration modes based on stratifications for age and gender (and across a range of self-reported health issues). The EQ-5D-5L was completed either using a mobile device or the standard paper version which were sent out to the respondent. Follow up usability questions were also included. EQ-5D equivalence was compared at the dimension and utility and VAS score level using ANOVA. **RESULTS:** Response rates were comparable across the arms, with the majority of respondents owning a smartphone. The mean EQ-5D-5L utility and VAS scores and the frequency of respondents endorsing the individual EQ-5D-5L categories across each of the dimensions does not differ across the administration modes. The majority of the mobile phone completion sample agreed that the mobile version of EQ-5D-5L was easy to complete, and that the phone was easy to use, and that they would complete e-PROMs again. **CONCLUSIONS:** Completing e-PROMs using mobile phones produces equivalent results and response rates to pencil and paper methods, and respondents are positive towards completing questionnaires using these methods. This provides evidence that e-PROMs are valid for use to collect data in a range of settings including clinical trials, routine care, and as, for example, health diaries.

PIH77
ARE PATIENT REPORTED OUTCOMES RELEVANT TO PATIENTS? LEARNINGS FROM A PATIENT ADVOCATE SURVEY
Holtorf AP[1], Palacios D[2], Brixner D[3]
[1]*Health Outcomes Strategies, Basel, Switzerland,* [2]*Novartis Pharma AG, Basel, Switzerland,* [3]*University of Utah, Salt Lake City, UT, USA*
OBJECTIVES: Increasingly, patients become active participants in making decisions on their therapy. A survey was conducted to understand the experience and expectations of patient organizations (POs) with patient reported outcomes (PRO) as they are measured today. **METHODS:** An online survey was conducted in English language throughout May 2014 among 40 participants at a global cross disease patient forum to prepare a discussion of the relevance and usefulness of patient reported outcomes from the patient perspective. The participants represented a broad range of disease specific and disease independent patient organizations from various countries including USA, European countries, Asia, Latina America, Middle East and Australia. **RESULTS:** Current PROs were perceived as useful but not optimal for informing patients in making their own therapy decisions. All of 9 typical PRO domains were considered important (between 3.9 and 4.7 on a 5 point scale) with the most important being symptoms (4.6±0.89), Physical Function (4.65±0.59) and psychological well-being (4.7±0.47). The participants thought that PROs should be part of all studies throughout the entire life cycle of products including evidence for clinical research, reimbursement decisions, listing decisions, health technology assessment (HTA) or comparative effectiveness (CER) studies (all between 4.25 and 4.6 on a 5-point scale). Increasingly, POs develop their own instruments to elicit PROs from the patient perspective and as patient based evidence. **CONCLUSIONS:** The concept of patient reported outcomes is good in principle but more is needed for integrating additional aspects which are relevant for the patients themselves to understand the full impact and consequences of the therapy. Patient reported outcomes are a key endpoints from the patient perspective and should be elicited throughout the entire development and marketing cycle of products.

PIH78
THE ENDOMETRIOSIS HEALTH PROFILE (EHP) – A CASE STUDY OF SUCCESSFUL EPRO COLLABORATION
Two R[1], Wilkins G[1], Cox A[1], Jenkinson C[2], McEvoy K[3], Churchman D[4], Walzer A[5], Wichmann K[5]
[1]*PharmaQuest Ltd, Banbury, UK,* [2]*University of Oxford, Oxford, UK,* [3]*CRF Health, London, UK,* [4]*Isis Outcomes, Oxford, UK,* [5]*Bayer Pharma AG, Berlin, Germany*
OBJECTIVES: To migrate the UK English Endometriosis Health Profile (EHP) from paper to ePRO format for completion by respondents on a touchscreen tablet device. Following migration, to produce translations of the UK English ePRO version in 25 languages. **METHODS:** The draft ePRO version of the EHP was reviewed by the questionnaire developer, the translation project manager and the sponsor. During the initial review the questionnaire was assessed for linguistic equivalence with the paper version and for usability in relation to the target patient group. A number of factors were considered including layout, response input method and forced completion. Decisions were made based on the recommendations of the developer, translation vendor and ePRO vendor according to the specialism of each party, taking into consideration the capabilities of the software and the requirements of the